

## “RETHINK YOUR DRINK” – The Big Scratch Card Campaign



### Background

New [guidelines for alcohol consumption](#), produced by the UK’s Chief Medical Officer, warn that drinking any level of alcohol increases the risk of a range of cancers.

The guidelines made the recommendation to lower the alcohol limit for men to 14 units of alcohol per week, which is the same level as for women.



The purpose of these new guidelines is to provide the public with the latest accurate information on how they can reduce health risks from alcohol, if they choose to drink. Most people are aware of the links between smoking and cancer, but far fewer are aware of evidence linking alcohol consumption with an increased risk of future health problems, in particular cancers of the mouth, intestines and breast cancer in women.

### “Rethink Your Drink” Campaign (15th July – 24th July 2016)

In response to the new alcohol guidelines Brighton & Hove City Council are launching a “Rethink Your Drink” campaign commencing 15th July 2016; in partnership with [East Sussex Local Pharmaceutical Committee](#). The focus of this new campaign is to provide local residents with accurate information about alcohol and its health risks so that they can make informed decisions about their drinking behaviour.

The “Rethink Your Drink” campaign materials have been created to: inform adults of the changes to the recommended alcohol limits, engage individuals in an alcohol brief intervention and raise awareness of some of the key guidelines for both men and women:

1. Any amount of drinking is associated with an increased risk of a number of diseases
2. You are safest not to drink regularly more than 14 units per week, to keep health risks from drinking alcohol to a low level.
  - Include visually representation of what 14 units equates to in terms of how many bottles or pints of beer, bottles of glasses of wine and a selection of drinks.
3. If you do drink as much as 14 units per week, it is best to spread this evenly over 3 days or more.
4. If you have one or two heavy drinking sessions, you increase your risks of death from long term illnesses and from accidents and injuries.
5. The risk of developing a range of illnesses (including, for example, cancers of the mouth, throat and breast) increases with any amount you drink on a regular basis.
6. If you wish to cut down the amount you’re drinking, a good way to help achieve this is to have several drink-free days each week.

Brighton & Hove City Council will supply our local partners with a “Rethink Your Drink” campaign pack by Friday 8<sup>th</sup> July, comprising of: a campaign briefing sheet; 300 alcohol scratch cards; two versions of the “Rethink Your Drink” poster and 25 copies of Pavilion substance misuse service leaflet.

We are asking our local partners to display one of the promotional posters in the shop window and the other one by the customer’s counter to give maximum coverage. To help reach a wider audience over the duration of the campaign we are recommending that pharmacy staff place a scratch card in every customer’s prescription bag.

Customers may also request to complete the alcohol scratch card on the premises, so we recommend that you hold back a small pile of the scratch cards to meet this need (e.g. 30 cards).

# “Rethink Your Drink” Campaign Material

## Promotional and Advertising

A “Rethink Your Drink” poster: Two versions of this poster have been created.

**Call to action:** Take part in the alcohol scratch card campaign (as below) if you are interested in finding out how many units you drink or want feedback about your drinking.

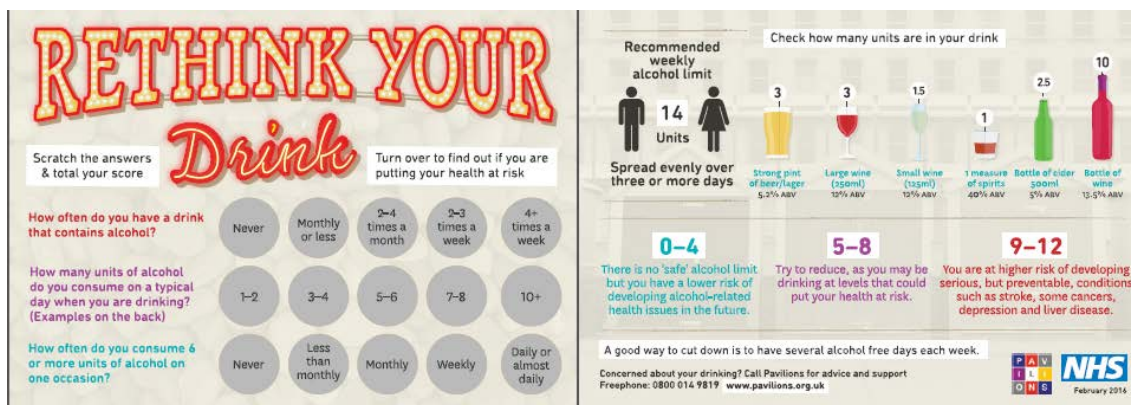


## Alcohol Brief Intervention

B: Alcohol Scratch Card: Front and back of the “Rethink Your Drink” scratch card.

**Call to action:** If you are concerned about your drinking contact Pavilions for advice and support.

We are asking all pharmacy staff to conduct a Brief Intervention with customers using the alcohol scratch card where appropriate i.e. when alcohol interferes with the medicines prescribed. If the customer asks for further advice and support hand them a Pavilions leaflet.



## Alcohol Brief Intervention Short Films

C This series of short films provides examples of how to engage customers in conversations around drinking (different levels of risk in each film according to scratch card results), what drinking means to someone’s health and tips on how to reduce their alcohol intake. The films will be available to pharmacy staff as a tool to help facilitate this campaign from: <http://pavilions.org.uk/news-and-media/event/>

## Adult Substance Misuse Treatment Service Leaflet

D If customers are concerned and wish to access alcohol support services or want advice, please give them a Pavilions substance misuse [service leaflet](#). If you require more copies of this leaflet please contact the Health Promotion Team on 01273 731900 or at [healthpromotion@pavilions.org.uk](mailto:healthpromotion@pavilions.org.uk)

## Social Media Engagement

E “Rethink Your Drink” social media promotion adverts: Brighton & Hove City Council alongside Pavilions will be posting and tweeting promotional messages online (Facebook & Twitter, using the hashtag #rethinkyourdrink) from Friday 8<sup>th</sup> July - Sunday 24<sup>th</sup> July to increase awareness of this campaign with local residents and partners. Please engage with this online campaign if you have access to social media. Pavilions home page will promote the campaign during July and link to a page with resources, information and useful links.

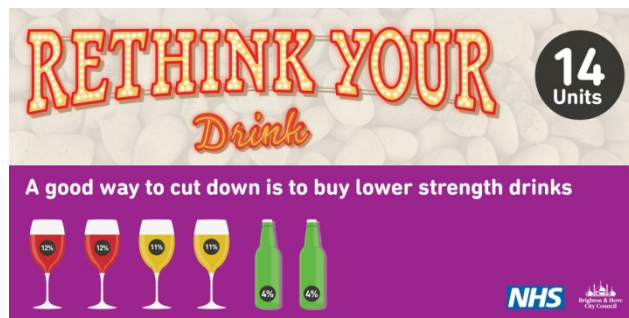
**Call To Action:** Visit your local pharmacy to take part in the alcohol scratch card quiz week commencing Friday 15<sup>th</sup> July - Sunday 24<sup>th</sup> July.

The “One You” drinks tracker apps will be promoted alongside the call to action as a digital tool to help people wanting to drink less: <https://www.nhs.uk/oneyou/apps#4M2wbRYOJ3EgkEcs.97>

### Facebook Assets



### Twitter Assets



At the end of the campaign we are planning on contacting all of our partners to ask you how many scratch cards were distributed and how your staffing team felt the campaign went.

We thank you in advance for your support in delivering this localised alcohol campaign. This campaign has been designed in partnership with Pavilions <http://pavilions.org.uk/news-and-media/event/>.